

NAB LOCALISM

LOCAL NEWS:

When a local news story breaks, KPWR's "Knowledge Is Power" public affairs radio show "Knowledge Is Power" sets out to bring attention to the specific issue, examines it and provides a live forum where local communities can come together as one voice.

Editorials are regularly included when speaking of local news breaking headlines. For some issues, Knowledge Is Power devotes an hour programming to the issue itself.

LOCAL PUBLIC AFFAIRS:

The Knowledge Is Power show covers the areas of local public affairs, community activities, local/national politics and the issues plaguing the communities of Southern California. It is an all talk-based show, including live calls from listeners, political leaders, medical experts, organization representatives and local community activists. The Knowledge Is Power show airs once a week, from 7:00a.m.-8:00a.m. and is hosted by Charisse Browner, public relations director and Knowledge Is Power Foundation President.

CREATING OR SELECTING PROGRAMMING:

On a daily basis we receive feedback forms from promotional events we host. On these forms, we ask the listeners what they like, what they don't like and what they want to see more of. We review these forms and develop programming based on what the community is in need of.

EMERGENCY PROGRAMMING:

Recent fires in Southern California left thousands of people displaced and homeless. Power 106 Morning Show host, Big Boy, made a live announcement to his listeners saying that if every person were to donate one dollar that a million dollars could be raised and donated towards the fire relief. The "Power of a Dollar" campaign resulted in over \$200,000 in cash donations. Power 106 listeners also donated two truck loads of clothes.

POLITICAL PROGRAMMING:

During this political season, the Knowledge Is Power show has provided a series of shows devoted to the issues concerning the election. In addition, we conducted a two part series on the importance of registering for the 2004 presidential election. During the first show, we had a listener named Rick who refused to vote, citing that 'his vote

would not make a difference anyways, so why bother?’ With the second part of the series, we received another call from Rick expressing gratitude because our programming and coverage of the election made him aware of the importance of his vote.

The Knowledge Is Power show has covered local campaigning for various propositions that will be found on the 2004 election ballot. (Ex. The Three Strikes Law proposition)

If a political candidate was interested in coming on the Knowledge Is Power show, he or she would simply have to contact Charisse Browner, the show’s producer, and schedule a show. This show would then be expanded to include the featured guests, but also address main concerns of the community.

The Knowledge Is Power show teamed up with the Art Institute to develop registration areas where college students at the Art Institute could sign up and register to vote. Also, it is constantly urged through the Knowledge Is Power show and station PSA’s for Southern California to get up and vote this election 2004.

The Power 106 website has been and continues to encourage its listeners to vote by offering information on where to register to vote, where the polling/voting locations are, as well candidate and initiative information.

CIVIC, CULTURAL AND OTHER COMMUNITY RESPONSIVE PROGRAMMING:

The Knowledge Is Power show targets minority groups in Southern California with issues that concern their communities. Throughout the year, the Knowledge Is Power show developed various programming that catered to minority women in the workplace, immigrant struggles in California, youth and education, and much more. We are a program developed for the community, by the community.

The Knowledge Is Power show voices local PSA’s on a consistent basis at the end of each show. On occasion, entire hours will be devoted to certain public service issues. The show has brought attention to ‘Ephraim’s Song’, Latina History Day, Water Conservation, and much more.

The Knowledge Is Power show has addressed issues such as, how to get away from an abusive relationship, the consequences of illegal street racing, consumer tips for the Holidays, and practically every social issue plaguing Southern California.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

Power 106 FM is very supportive of its *own* non profit organization, the Knowledge Is Power Foundation. The station consistently airs PSA's about various events being held (in collaboration with the Knowledge Is Power Foundation) in the Los Angeles community. Various station executives are closely involved with the foundation and do sit on its board.

KNOWLEDGE IS POWER SCHOOL SCHOLARSHIP PROGRAM:

About The Knowledge Is Power Foundation: Knowledge Is Power was established in 1994 to help provide financial support to local youth organizations that offer job training and education programs. Realizing many young adults have a desire to obtain higher or additional educational training that will in turn result to better employment opportunities, Knowledge Is Power created the Knowledge Is Power Educational Scholarship Program. Scholarship funds are supported by various fundraising activities sponsored by premier radio station, KPWR (Power) 106FM. Knowledge Is Power is a public 501 [c][3] fund.

Purpose: The Knowledge Is Power Educational Scholarship provides financial assistance in obtaining certification from accredited or certified learning institutions or higher education degrees to deserving students.

Description: Sixty Knowledge Is Power Educational Scholarships will be awarded in 2004. Each scholarship is valued up to \$1,000.00 each. Five scholarships will be awarded each month (January to December) to applicants who are interested in pursuing education at a trade school, city college, 2- or 4-year college or university. Scholarships are also available to graduating high school students who will successfully enroll in either of the aforementioned institutions in 2004.

Eligibility: Recipients must submit proof of California residency; complete a 250 word or less essay; be enrolled in or plan to enroll in an accredited trade school, city college or 2- or 4-year college or university in the 2004 year.

Applicants may reapply annually to renew their scholarship application throughout their education, but no more than once every 12 months.

The Knowledge Is Power Educational Scholarship will be directed to the applicant's noted accredited educational institution or learning facility. NO FUNDS WILL BE DISBURSED DIRECTLY TO APPLICANT.

Funds may be used for tuition, textbooks, fees and learning materials. Knowledge Is Power Educational Scholarships are not available to individuals receiving a full scholarship from another source.

The Power 106 website not only provides station information to its listeners and to the general public, but it also provides a “community calendar” page titled “What’s Crackin.” It lists upcoming events within the community.